A social media strategy will help you stay focused on your objectives and will allow other team members to participate in execution.

Start by aligning Social Media Goals to Business Goals.

* Make your goals specific, measurable, attainable, relevant, and time-bound
* Avoid goals that focus on vanity metrics such as followers
* Align social media goals with department goals for sales, marketing, productivity, etc.

## Your Business Goals

1. Brand Awareness

2. Thought Leadership

3. Word of Mouth

4. Leads

5. Sales

## Your Business’ Social Media Goals

My Business Social Media Goals Are:

1. Reach

2. Consumption

3. Shares/Likes

4. Actions

5. Conversions

## Current Social Media Status

Audit your social media accounts. Search and note all official and unofficial accounts representing your company including fan pages, rogue employee accounts, and poser accounts

### MyBusiness’SocialMediaLog

|  |  |  |  |
| --- | --- | --- | --- |
| **Social Media Site** | **URL** | **Followers** | **Last Activity Date** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Take Action Post Audit

Make recommendations to optimise your company’s social media presence

* Report fake, rogue, and imposter accounts
* Delete accounts that are overrun with spam

### Social Audit Learnings

1. I will consider consolidating the following accounts to simplify our social presence:

2. The gaps in our social presence based on audience survey and competitor analysis are:

3. Key takeaways learned from competition that I can apply to our company are:

## My Business Survey Results

Investigate what your top competitors are doing online. Check out their social media pages on each social media network to see how much of a presence they have.

In addition to checking out whether your competitors have a social media presence, it’s important to analyse their existing pages. Ask yourself what each of your competitors does well and does not do well on social media. You can use this analysis to help you in crafting your social media strategy.

Number of Respondents

Average Age

% Male

% Female

% on Facebook

% on Twitter

% on LinkedIn

% on Other

|  |  |  |  |
| --- | --- | --- | --- |
|  | Social Media Network | Strengths | Weaknesses |
| Competitor 1 |  |  |  |
| Competitor 2 |  |  |  |
| My Company |  |  |  |

## Content Strategy

Your content strategy should include:

* What type(s) of content you intend to post and promote via social media
* How often you will post the content
* Target audience for each type of content
* Who will create the content
* How you will promote the content

As part of your content strategy, you should create an editorial calendar. Your editorial calendar lists the dates you intend to post blogs, Facebook posts and other content you may plan to use during your social media campaigns. Your content strategy may also involve creating posts in advance to be posted later.

Use the social media content rule of thirds:

* ⅓ of content promotes business and converts audience
* ⅓ of content shares ideas and stories from thought leaders
* ⅓ is original brand content

1. The type of original content that we will create and post is:
2. The type of content we will share is:
3. We will post to the following channels this frequently: X channel / X times a day
4. The different audiences that we need to tailor content to are:
5. My editorial calendar that maps out our content release schedule is here: Add Link
6. My social media content calendar that maps out our promotion plan is here: Add Link

## Use Analytics to Track Progress

Once you’ve begun your social media campaign, don’t sit back and keep doing the same thing over and over. Instead, check your analytics frequently to see how your campaign is performing.

Use your preferred analytics tool to find out who’s reading, responding and reposting your social media posts.

Use Twitter analytics to see how your posts are performing. Use Facebook Insights to find out when your fans are online, how many are seeing your posts and who’s sharing or responding.

Google Analytics can show you who’s viewing and engaging with your web pages.

Remember to match your analytics up with your goals. Examine data that measures your specific progress towards your objectives so you can ensure you are on the right path.

## Adjust Your Strategy as Needed

Once you’ve analysed your current campaign, resolve to do more of what is working and revise things that are not working. Re-write your content strategy based on your analysis to reflect your new understanding. You will need to keep developing your strategy and content and using analytics to guide your next step throughout your social media campaign.

### My New Social Media Strategy

The following worked well to reach my goal of

1.

2.

The following did not work so well:

1.

2.

My goal for the next period is

In order to reach that goal, I will make these changes in

my social media strategy:

1.

2.

3.